10/20
cc: Larry

OCT 1 9

DISTRIBUTION

E. Venooker 1122
L. Wolfe 1240
R. Tanchyk 1642
T. Varde 1740
C. Moser 1742
D. Murley 1842
N. McCleary 1844
J. Wass 2243
J. Sanders 2934
D. Stewart 5641
S. Pagane 6200
P. Stromgren 6241
K. Claxton 6241
G. Palmer 6344
S. Meyers 6641
M. Moore 6644
S. Bremer 6645
S. Uribe 6645
D. Brendel 6647
L. Powell 6647
N. Peterson 6940

cc:

B. K. Stockdale
B. D. Hatter
RJR Region Managers
G. L. Scott
J. S. Farmer, III
Win Schiller (WAM Enterprises)

51850 6835

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R J Reynolds

Tobacco Company

LARRY S. SCHREIBER
Vice President - National Accounts

Winston-Salem, NC 27102
910-741-1621
Fax 910-741-4684

October 12, 1995

MEMORANDUM TO: **RJR ACCOUNT MANAGERS - WAM DISTRIBUTORS**

SUBJECT: **A) DATE AND TIME OF WAM "SIGNATURE" MEETINGS**
B) "SIGNATURE" BRAND DECALS

A. Attached are the dates and times each WAM Distributor will hold their kick-off sales meeting for "Signature." ***(Please note that their are two times)***

1. **RJR Management Meeting Time**
   - Time set aside for local RJR Account Management, along with other appropriate RJR Management to meet separately with WAM Distributor Management, without WAM Sales Reps present, to review the program for any clarifications and/or coordination of RJR's programs, i.e., "Signature" P.O.S. materials, promotions, etc.

2. **WAM Distributor Sales Meeting**
   - RJR Account Manager and, hopefully, additional RJR Field Management, i.e., Region and/or Division Manager.
   - Attendance is predominately used to show support, answer questions, and provide some positioning remarks which were suggested/provided to RJR Account Managers.

Please be sure to attend each of the meetings. At this point in time, attendees from RJR Winston-Salem will be as follows:

WAM Distributor	Planned RJR Attendee
A. E. Wease	L. S. Schreiber
Gummer Wholesale	B. D. Hatter
City Wholesale	L. S. Schreiber
Mountain Service	No one available from W-S
SouthCo Distributing	L. S. Schreiber
Charles M. Sledd	No one available from W-S
Gem State	No one available from W-S
Minter-Weisman	L. S. Schreiber
Rock Island	Jay Martin (Consultant)

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WAM Distributor	Planned RJR Attendee
Gordon's Wholesale	Jay Martin (Consultant)
Hagman's Corporation	B. D. Hatter
Hagman's, Inc.	B. D. Hatter
Cooper-Booth	Jay Martin (Consultant)
Axton Candy	S. G. Steen
Cash-Wa	B. D. Hatter
Pine State	B. K. Stockdale
Peter P. Dennis	S. G. Steen
City Wholesale	L. S. Schreiber

B. "Signature" Brand Pack Decals

Important!
As information, you can now order the "Signature" Brand Pack Decals for your WAM Wholesalers through Forsyth Order Forms.

- "Signature Pack Brand Decals
  - Small P.O.S. Pack Sticker #498212, packed 120 decals/pack
  - Large P.O.S. Pack Sticker #498131, packed 30 decals/pack

Larry

Larry Schreiber

LSS/kp

Attachments

cc/attachments: B. K. Stockdale
B. D. Hatter
RJR Region Managers
G. L. Scott
J. S. Farmer, III
Win Schiller (WAM Enterprises)

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